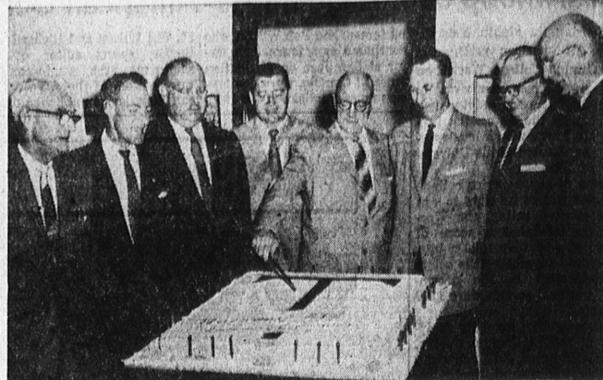




(Herald Photo) SHOWING NEW FORD... Dwight Eubank, general manager of Oscar Maples Ford, 1540 Cabrillo, shows one of the new models of the 1958 Ford which go on display at the local dealers today. A busy week end, including visits by Engineer Bill, Jack McElroy, and other attractions is scheduled.



HERE SATURDAY... Engineer Bill will give local kiddies rides on midget dlasses starting at 3 p.m. Saturday at Oscar Maples Ford, 1420 Cabrillo Ave., celebrating the showing of the new Ford. Engineer Bill will give away prizes to the children attending and a junior-sized replica of the Ford Thunderbird will be given away at a drawing in December.



27 YEARS OF PROGRESS... Thriftmart executives and department heads gather round to watch Vice President Waldron E. Eldridge cut mammoth birthday cake celebrating another milestone in Thriftmart's history. Standing (from left to right) are Edward Matz, Albert R. Collins, Richard E. Lundeen, Roger M. Lavery Jr., Roy W. Griswold, Don B. Conroy, Lloyd W. Osgood.

### Thriftmart Markets Celebrate 27th Anniversary With a Sale

Twenty-seven years of steady, upward growth will be celebrated by the retail division of Thriftmart, with a gigantic anniversary sale beginning this week, it was announced today by R. M. Lavery, president.

This significant milestone will be highlighted by scores of specially priced food bargains in the 46 Thriftmart Markets operated throughout

Los Angeles County, Bakersfield, and Las Vegas.

Since its formation, Thriftmart has carried forward a carefully planned program of retail expansion. This year saw the completion of seven new markets—two in Bakersfield and five in Los Angeles County—which reflect the growing preference of homemakers to do all household buying in one conveniently located and comprehensively stocked shopping center.

Today, Thriftmart Markets offer a full range of commodities—meats, groceries, produce, liquor, delicatessen, bakery, housewares, cosmetics, and sundries. Some outlets include additional departments such as gift shops, notion sections, beauty shops, flower shops, snack bars, and similar services.



TV STAR... Jack McElroy will entertain at Oscar Maples Ford Saturday from 1 to 3 p.m. as part of the showing of the new Ford. At the same time, a name Western hand will play. Prizes will be given away during the festivities.

ADDED VALUE... Good landscaping, it is estimated, will add 13 per cent to a home's value.

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### ... Mexican Law

(Continued from Page 1) eral offense of damaging a government highway and an additional \$400 bail was set on that crime.

He was finally released after payment of \$1240 in "bail," Isen reported.

In a letter to the council, Mrs. Di Fiore reported that Donald, his brother Jimmy, and their father, Joseph were in the accident Monday afternoon, Oct. 21. The elder O'Hara and Jimmy were released, but Donald was held in jail, much of the time with serious injuries and without medical treatment, until the following Saturday.

Consulate Helpless... The American Consulate in Tijuana allegedly told the relatives and an attorney calling for the injured man that he could do nothing because of the laws of Mexico.

The council unanimously backed Isen's request for the resolution asking state and federal aid in preventing this type of treatment to American citizens in Mexico.

### OSCAR MAPLES WILL UNVEIL NEW 1958 FORDS IN SHOWROOM TODAY

Brand new engines completely redesigned from carburetor to oil pan, have been developed for the 1958 line of Ford cars, which go on display at Oscar Maples Ford, 1420 Cabrillo Ave., today.

Representing the most efficient engine ever put into Ford cars, the new power plants provide up to 15 per cent increase in fuel economy and 19 per cent boost in performance, when combined with Cruise-O-Matic drive.

The new, and only, standard V-8's in the industry employ-

ing machined, instead of cast, combustion chambers, the 1958 Ford engines have uniform chambers that promote a uniform compression ratio, fuel economy and more even power.

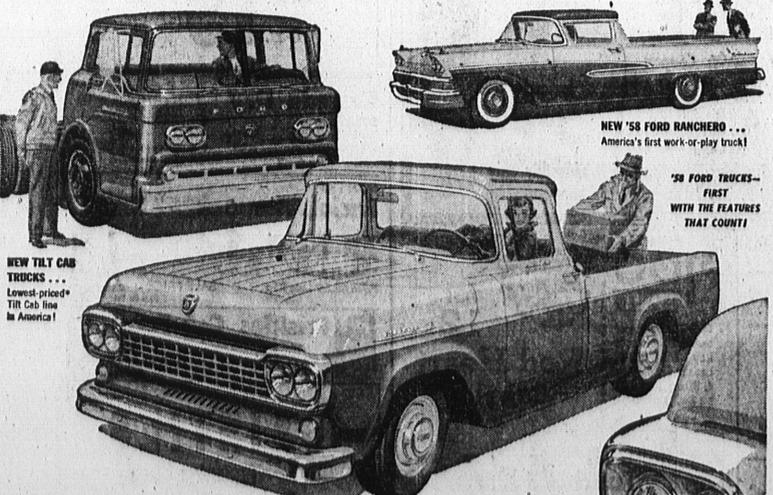
Long Research... The new engines, resulting from years of engineering research and experiment, incorporate advanced design of such other components as crankshaft, carburetors intake manifold, oil and water pumps, intake and exhaust valves and oil filter.

smooth machined surface gives closer control of the combustion chamber areas and reduces carbon build-up and hot spots.

2. New carburetors, especially designed for increased economy, performance and dependability.

3. A new keystone shaped intake manifold with direct flow patten and large passages to assure a more even distribution of fuel-air mixture to the combustion chambers. The new manifold forms a structural interlocking bridge between the cylinder banks and aids greatly to the engine's strength and quietness of operation.

## Step in... NEW FORD TRUCKS for '58



NEW TILT CAB TRUCKS... Lowest priced\* Tilt Cab line in America!

NEW '58 FORD RANCHERO... America's first work-or-play truck!

'58 FORD TRUCKS—FIRST WITH THE FEATURES THAT COUNT!

NEW '58 FORD PICKUP... Modern Styleside body is as wide as the cab and standard at no extra cost!

## Step ahead... with all that's new... costs less, too!

Meet America's newest, most modern trucks—Ford for '58! Discover the new advances in this pace-setting line. See the many advantages that help you do your job better and at lower cost!

Then match your requirements against Ford's over 300 models. Whatever your need—from pickup to heavy duty tandem—Ford's got it! And you'll get a truck that costs you less to own, less to run and lasts longer, too.

So see your Ford Dealer today and step ahead with America's most modern truck—built modern to cost you less.

**NEW** especially! Extra-wide Styleside pickup bodies have 25% more loadspace than any other competitive pickups... biggest loadspace per dollar!

**NEW** easy ride! Scientific Impact-O-Graph ride tests have proved amazing superiority of Ford's suspension over competitive pickups... a ride mighty close to that of a car!

**NEW** comfort! Drivetrain Cabs have non-sag seat springing, suspended pedals and weather-protected inboard steps.

**NEW** power! Powerful, more rugged V-8 engines! And only Ford offers Short-Stroke economy in both Six and V-8!

**NEW** safety! "Safety Vision" dual headlights... Lifeguard steering wheel... and double-grip door locks... standard on all Ford trucks!

**NEW** "fine cut" conveniences! Ranchero offers all power assists, even power windows and air conditioning, factory-installed, at Ford's low prices.

\*Based on a comparison of manufacturers' suggested retail prices.

THE BIG FLEETS BUY MORE FORD TRUCKS THAN ANY OTHER MAKE!  
**FORD TRUCKS COST LESS**  
... LESS TO OWN... LESS TO RUN... LAST LONGER, TOO!

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YOUR FORD DEALER  
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